

Our Mission & Vision: Chaired by Lt. Governor Sue Ellspermann, the Indiana Housing and Community Development Authority (IHCDA) serves Indiana by providing housing opportunities, promoting self-sufficiency and strengthening communities to ensure a sustainable quality of life for all Hoosiers in the community of their choice.

### **-Vacancy Announcement –**

**The Housing and Community Development Authority is accepting resumes for a** Marketing and Communications Director.

To be considered for this position, applicants must:

E-mail a resume, cover letter, and a one to three page professional writing sample to Mark Wuellner at [mwuellner@ihcda.in.gov](mailto:mwuellner@ihcda.in.gov) with the title of the position in the e-mail subject line.

Additionally, candidates will also need to apply to job ID 593168 via the state's job bank at [www.IN.gov/spd](http://www.IN.gov/spd) . To apply, click on:

- Employment Opportunities
- Apply Now
- Register now

The position offers a competitive salary, commensurate with relevant education and work experience. This position is housed in IHCDA's Indianapolis headquarters and will require some travel. Applications are being accepted until November 21, 2014.

Please see next page for job description.

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## IHCDA

## Job Expectations

<b>Title</b>	Marketing and Communications Director	<b><u>Exempt/Non-exempt</u></b>
<b>Reports to</b>	Deputy Executive Director	<b>Date last revised:</b> November 2014
<b>Supervises</b>	Public Relations & Advocacy Manager, Public Information Officer, Outreach & Communications Project Manager and Agency Coordinator	
<b>Summary</b>	The Marketing and Communications Director contributes to fulfilling the IHCDA mission and meeting strategic and annual IHCDA operational and program goals by overseeing IHCDA's marketing and communications strategies, vision, programs, budgeting, planning and efforts.	
<b>Evaluation of performance</b>	Performance will be evaluated based on achieving key outcomes described in this job description, including specific goals, deadlines, and other quality indicators; working effectively in a team environment; interacting positively with partners and demonstrating customer service; and working efficiently and effectively within required specifications, policies, and standards established by IHCDA and its associated governing entities.	
<b>Key outcomes expected</b>	<ol style="list-style-type: none"> <li>1. <u>Mission-Driven Servant Leadership</u> <ol style="list-style-type: none"> <li>a) Maintain a culture that attracts, retains and motivates top quality personnel.</li> <li>b) Train, enable and empower staff by:               <ol style="list-style-type: none"> <li>i. transmitting IHCDA's mission, vision, strategic priorities, values and direction;</li> <li>ii. respecting and using the skills, expertise, experience and insights of staff;</li> <li>iii. providing direction and resources, removing barriers and helping develop staff's skills;</li> <li>iv. articulating expectations and clarifying roles and relationships;</li> <li>v. encouraging staff to question organizational assumptions and ask strategic questions;</li> <li>vi. ensuring quality decision-making;</li> <li>vii. anticipating conflicts and facilitating resolution;</li> <li>viii. engaging staff in process as well as tasks;</li> <li>ix. delegating (encouraging staff use their power, practice their authority and accept their responsibility);</li> <li>x. conducting regular team meetings;</li> <li>xi. modeling behavior;</li> <li>xii. setting aggressive yet achievable goals and providing tools and environment for staff to achieve those goals; and</li> <li>xiii. coaching staff to success.</li> </ol> </li> <li>c) Integrate various aspects of communications that have existed in silo forms (media/PR, front desk, constituent services &amp; marketing) into a team with a cohesive vision and strategy.</li> <li>d) Embrace and foster a culture of continuous improvement and participate in Lean Daily Management System</li> <li>e) Represent Department interests in supervisor and director level meetings within IHCDA.</li> <li>f) Create a brand for Department.</li> </ol> </li> <li>2. <u>Outcomes-Oriented Strategist</u> <ol style="list-style-type: none"> <li>a) Responsible for telling IHCDA's story in the most effective way possible in environment of limited resources.</li> <li>b) Serving as IHCDA's chief liaison to the Executive Branch's communications team (Lt. Governor's and Governor's Offices).</li> <li>c) Annually, develop, implement and evaluate the communications strategy for the agency, taking into account all program area objectives and IHCDA's overall objectives.</li> <li>d) Recommend short- and long-term objectives and action items to the Executive Team. Set measurable targets and report on success.</li> <li>e) Responsible for any state-required communications plan for agency.</li> <li>f) Responsible for creating, maintaining and following a departmental budget.</li> </ol> </li> </ol>	

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	<p>g) Responsible for overseeing internal communications initiatives, such as annual reports.</p> <p>3. <u>Seasoned Marketing, Communications and Public Relations Professional</u></p> <p>a) Thought leader for internal communications, developing a variety of strategies and media to keep messaging current and relevant. This incorporates “vertical” communication (from executive team to staff, and from staff to executive team) as well as “horizontal” communication (between departments).</p> <p>b) Responsible for overseeing IHCDA external communications, such as IHCDA Info, IHCDA...the Magazine and any social media efforts.</p> <p>c) Ensure that IHCDA’s messages are proactively and consistently promoted through special events, sponsorships, public awareness campaigns and other creative efforts.</p> <p>d) Manage the development, distribution and maintenance of all print and electronic collateral. Ensure that all such collateral materials are produced in accordance with IHCDA’s brand standards and according to departmental timelines.</p> <p>e) Ensure that IHCDA websites, including intranet, are updated and maintained with content and design current and consistent with IHCDA’s mission and programs.</p> <p>f) Ensure that the IHCDA tradeshow display is scheduled, stocked and staffed for strategic events identified in coordination with program staff.</p> <p>g) Continuously assess IHCDA’s communication methods and choice of media to ensure they are fresh and relevant to the audience.</p> <p>h) Oversee MaC Department’s role in the Annual Conference on Housing and Community Economic Development and other strategic publicity events.</p> <p>i) Oversee media relations.</p> <p>j) Coordinate the appearance of all IHCDA print and electronic materials such as letterhead, use of logo, brochures, etc.</p>
<b>Critical skills, knowledge, and behaviors</b>	<p>Demonstrates exceptional communication and interpersonal skills, with an ability to influence and persuade across IHCDA.</p> <p>Highly collaborative style and highly functional working with a variety of individuals with diverse backgrounds, education and economic levels.</p> <p>Strong track record as an implementer who thrives on managing a variety of high priority initiatives concurrently. Excels at juggling multiple requests under time and resource pressures, while remaining flexible to changing assignments and agency priorities.</p> <p>Self-starter, able to work independently and entrepreneurial; enjoys creating and implementing new initiatives.</p> <p>Ability to lead a high-performing team in a collaborative and results-oriented manner. Possesses skills, abilities and desire to lead, develop and empower staff.</p> <p>Strong attention to detail and follow-through.</p> <p>Demonstrates a high level of problem-solving ability.</p> <p>Demonstrates exceptional writing and editing skills.</p> <p>Demonstrate an understanding of and sensitivity to the political process and public relations.</p> <p>Proactive in anticipating and alerting others to problems with projects or processes.</p> <p>Able to maintain confidentiality of agency information.</p> <p>Demonstrates customer service orientation.</p> <p>Possesses business related computer skills including Microsoft Word, PowerPoint, and Internet usage (e-mail). Desktop</p>

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	publishing, graphic design, and HTML skills preferred.
<b>Education, experience, degrees, licenses</b>	<p>Bachelor's degree required.</p> <p>Five+ years of relevant communications and/or public relations experience. Preferred if experience includes public sector work (working for or with government).</p> <p>Experience leading a high-performing team.</p>
<b>Work environment and physical demands</b>	<p>Must be able to work proficiently with computers and other office equipment.</p> <p>Must be able to travel for meetings throughout the state. Some overnight stays may be necessary.</p> <p>Approximately 90% of the work is performed in an office environment in Indianapolis. Travel comprises approximately 10% of the job performance.</p>